

# Global Demand Generation Software Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Demand Generation Software is a group of software that focus on targeted marketing programs to drive awareness and interest in a company's products and/or services.

Scope of the Report:

The global Demand Generation Software market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Demand Generation Software.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Demand Generation Software market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Demand Generation Software market by product type and applications/end industries.

Market Segment by Companies, this report covers

Marketo

Unbounce

DemandBase

Salesforce

Trello

Tableau

Integrate

DemandGen

Oracle

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Brand Advocacy Software

Gamification Software

Lead Generation Software

Loyalty Management Software

Market Segment by Applications, can be divided into

SMEs

Large Enterprises

## Contents

### **1 DEMAND GENERATION SOFTWARE MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Demand Generation Software
- 1.2 Classification of Demand Generation Software by Types
  - 1.2.1 Global Demand Generation Software Revenue Comparison by Types (2017-2023)
  - 1.2.2 Global Demand Generation Software Revenue Market Share by Types in 2017
  - 1.2.3 Brand Advocacy Software
  - 1.2.4 Gamification Software
  - 1.2.5 Lead Generation Software
  - 1.2.6 Loyalty Management Software
- 1.3 Global Demand Generation Software Market by Application
  - 1.3.1 Global Demand Generation Software Market Size and Market Share Comparison by Applications (2013-2023)
  - 1.3.2 SMEs
  - 1.3.3 Large Enterprises
- 1.4 Global Demand Generation Software Market by Regions
  - 1.4.1 Global Demand Generation Software Market Size (Million USD) Comparison by Regions (2013-2023)
    - 1.4.1 North America (USA, Canada and Mexico) Demand Generation Software Status and Prospect (2013-2023)
    - 1.4.2 Europe (Germany, France, UK, Russia and Italy) Demand Generation Software Status and Prospect (2013-2023)
    - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Demand Generation Software Status and Prospect (2013-2023)
    - 1.4.4 South America (Brazil, Argentina, Colombia) Demand Generation Software Status and Prospect (2013-2023)
    - 1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Demand Generation Software Status and Prospect (2013-2023)
- 1.5 Global Market Size of Demand Generation Software (2013-2023)

### **2 MANUFACTURERS PROFILES**

- 2.1 Marketo
  - 2.1.1 Business Overview
  - 2.1.2 Demand Generation Software Type and Applications
    - 2.1.2.1 Product A

- 2.1.2.2 Product B
- 2.1.3 Marketo Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.2 Unbounce
  - 2.2.1 Business Overview
  - 2.2.2 Demand Generation Software Type and Applications
    - 2.2.2.1 Product A
    - 2.2.2.2 Product B
  - 2.2.3 Unbounce Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.3 DemandBase
  - 2.3.1 Business Overview
  - 2.3.2 Demand Generation Software Type and Applications
    - 2.3.2.1 Product A
    - 2.3.2.2 Product B
  - 2.3.3 DemandBase Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.4 Salesforce
  - 2.4.1 Business Overview
  - 2.4.2 Demand Generation Software Type and Applications
    - 2.4.2.1 Product A
    - 2.4.2.2 Product B
  - 2.4.3 Salesforce Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.5 Trello
  - 2.5.1 Business Overview
  - 2.5.2 Demand Generation Software Type and Applications
    - 2.5.2.1 Product A
    - 2.5.2.2 Product B
  - 2.5.3 Trello Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.6 Tableau
  - 2.6.1 Business Overview
  - 2.6.2 Demand Generation Software Type and Applications
    - 2.6.2.1 Product A
    - 2.6.2.2 Product B
  - 2.6.3 Tableau Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.7 Integrate

- 2.7.1 Business Overview
- 2.7.2 Demand Generation Software Type and Applications
  - 2.7.2.1 Product A
  - 2.7.2.2 Product B
- 2.7.3 Integrate Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.8 DemandGen
  - 2.8.1 Business Overview
  - 2.8.2 Demand Generation Software Type and Applications
    - 2.8.2.1 Product A
    - 2.8.2.2 Product B
  - 2.8.3 DemandGen Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.9 Oracle
  - 2.9.1 Business Overview
  - 2.9.2 Demand Generation Software Type and Applications
    - 2.9.2.1 Product A
    - 2.9.2.2 Product B
  - 2.9.3 Oracle Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)

### **3 GLOBAL DEMAND GENERATION SOFTWARE MARKET COMPETITION, BY PLAYERS**

- 3.1 Global Demand Generation Software Revenue and Share by Players (2013-2018)
- 3.2 Market Concentration Rate
  - 3.2.1 Top 5 Demand Generation Software Players Market Share
  - 3.2.2 Top 10 Demand Generation Software Players Market Share
- 3.3 Market Competition Trend

### **4 GLOBAL DEMAND GENERATION SOFTWARE MARKET SIZE BY REGIONS**

- 4.1 Global Demand Generation Software Revenue and Market Share by Regions
- 4.2 North America Demand Generation Software Revenue and Growth Rate (2013-2018)
- 4.3 Europe Demand Generation Software Revenue and Growth Rate (2013-2018)
- 4.4 Asia-Pacific Demand Generation Software Revenue and Growth Rate (2013-2018)
- 4.5 South America Demand Generation Software Revenue and Growth Rate (2013-2018)

4.6 Middle East and Africa Demand Generation Software Revenue and Growth Rate (2013-2018)

## **5 NORTH AMERICA DEMAND GENERATION SOFTWARE REVENUE BY COUNTRIES**

5.1 North America Demand Generation Software Revenue by Countries (2013-2018)

5.2 USA Demand Generation Software Revenue and Growth Rate (2013-2018)

5.3 Canada Demand Generation Software Revenue and Growth Rate (2013-2018)

5.4 Mexico Demand Generation Software Revenue and Growth Rate (2013-2018)

## **6 EUROPE DEMAND GENERATION SOFTWARE REVENUE BY COUNTRIES**

6.1 Europe Demand Generation Software Revenue by Countries (2013-2018)

6.2 Germany Demand Generation Software Revenue and Growth Rate (2013-2018)

6.3 UK Demand Generation Software Revenue and Growth Rate (2013-2018)

6.4 France Demand Generation Software Revenue and Growth Rate (2013-2018)

6.5 Russia Demand Generation Software Revenue and Growth Rate (2013-2018)

6.6 Italy Demand Generation Software Revenue and Growth Rate (2013-2018)

## **7 ASIA-PACIFIC DEMAND GENERATION SOFTWARE REVENUE BY COUNTRIES**

7.1 Asia-Pacific Demand Generation Software Revenue by Countries (2013-2018)

7.2 China Demand Generation Software Revenue and Growth Rate (2013-2018)

7.3 Japan Demand Generation Software Revenue and Growth Rate (2013-2018)

7.4 Korea Demand Generation Software Revenue and Growth Rate (2013-2018)

7.5 India Demand Generation Software Revenue and Growth Rate (2013-2018)

7.6 Southeast Asia Demand Generation Software Revenue and Growth Rate (2013-2018)

## **8 SOUTH AMERICA DEMAND GENERATION SOFTWARE REVENUE BY COUNTRIES**

8.1 South America Demand Generation Software Revenue by Countries (2013-2018)

8.2 Brazil Demand Generation Software Revenue and Growth Rate (2013-2018)

8.3 Argentina Demand Generation Software Revenue and Growth Rate (2013-2018)

8.4 Colombia Demand Generation Software Revenue and Growth Rate (2013-2018)

## **9 MIDDLE EAST AND AFRICA REVENUE DEMAND GENERATION SOFTWARE BY**

## **COUNTRIES**

9.1 Middle East and Africa Demand Generation Software Revenue by Countries (2013-2018)

9.2 Saudi Arabia Demand Generation Software Revenue and Growth Rate (2013-2018)

9.3 UAE Demand Generation Software Revenue and Growth Rate (2013-2018)

9.4 Egypt Demand Generation Software Revenue and Growth Rate (2013-2018)

9.5 Nigeria Demand Generation Software Revenue and Growth Rate (2013-2018)

9.6 South Africa Demand Generation Software Revenue and Growth Rate (2013-2018)

## **10 GLOBAL DEMAND GENERATION SOFTWARE MARKET SEGMENT BY TYPE**

10.1 Global Demand Generation Software Revenue and Market Share by Type (2013-2018)

10.2 Global Demand Generation Software Market Forecast by Type (2018-2023)

10.3 Brand Advocacy Software Revenue Growth Rate (2013-2023)

10.4 Gamification Software Revenue Growth Rate (2013-2023)

10.5 Lead Generation Software Revenue Growth Rate (2013-2023)

10.6 Loyalty Management Software Revenue Growth Rate (2013-2023)

## **11 GLOBAL DEMAND GENERATION SOFTWARE MARKET SEGMENT BY APPLICATION**

11.1 Global Demand Generation Software Revenue Market Share by Application (2013-2018)

11.2 Demand Generation Software Market Forecast by Application (2018-2023)

11.3 SMEs Revenue Growth (2013-2018)

11.4 Large Enterprises Revenue Growth (2013-2018)

## **12 GLOBAL DEMAND GENERATION SOFTWARE MARKET SIZE FORECAST (2018-2023)**

12.1 Global Demand Generation Software Market Size Forecast (2018-2023)

12.2 Global Demand Generation Software Market Forecast by Regions (2018-2023)

12.3 North America Demand Generation Software Revenue Market Forecast (2018-2023)

12.4 Europe Demand Generation Software Revenue Market Forecast (2018-2023)

12.5 Asia-Pacific Demand Generation Software Revenue Market Forecast (2018-2023)

12.6 South America Demand Generation Software Revenue Market Forecast



(2018-2023)

12.7 Middle East and Africa Demand Generation Software Revenue Market Forecast

(2018-2023)

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Demand Generation Software Picture

Table Product Specifications of Demand Generation Software

Table Global Demand Generation Software and Revenue (Million USD) Market Split by Product Type

Figure Global Demand Generation Software Revenue Market Share by Types in 2017

Figure Brand Advocacy Software Picture

Figure Gamification Software Picture

Figure Lead Generation Software Picture

Figure Loyalty Management Software Picture

Table Global Demand Generation Software Revenue (Million USD) by Application (2013-2023)

Figure Demand Generation Software Revenue Market Share by Applications in 2017

Figure SMEs Picture

Figure Large Enterprises Picture

Table Global Market Demand Generation Software Revenue (Million USD) Comparison by Regions 2013-2023

Figure North America Demand Generation Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure Europe Demand Generation Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific Demand Generation Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America Demand Generation Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure Middle East and Africa Demand Generation Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure Global Demand Generation Software Revenue (Million USD) and Growth Rate (2013-2023)

Table Marketo Basic Information, Manufacturing Base and Competitors

Table Marketo Demand Generation Software Type and Applications

Table Marketo Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)

Table Unbounce Basic Information, Manufacturing Base and Competitors

Table Unbounce Demand Generation Software Type and Applications

Table Unbounce Demand Generation Software Revenue, Gross Margin and Market

Share (2016-2017)

Table DemandBase Basic Information, Manufacturing Base and Competitors

Table DemandBase Demand Generation Software Type and Applications

Table DemandBase Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)

Table Salesforce Basic Information, Manufacturing Base and Competitors

Table Salesforce Demand Generation Software Type and Applications

Table Salesforce Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)

Table Trello Basic Information, Manufacturing Base and Competitors

Table Trello Demand Generation Software Type and Applications

Table Trello Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)

Table Tableau Basic Information, Manufacturing Base and Competitors

Table Tableau Demand Generation Software Type and Applications

Table Tableau Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)

Table Integrate Basic Information, Manufacturing Base and Competitors

Table Integrate Demand Generation Software Type and Applications

Table Integrate Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)

Table DemandGen Basic Information, Manufacturing Base and Competitors

Table DemandGen Demand Generation Software Type and Applications

Table DemandGen Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)

Table Oracle Basic Information, Manufacturing Base and Competitors

Table Oracle Demand Generation Software Type and Applications

Table Oracle Demand Generation Software Revenue, Gross Margin and Market Share (2016-2017)

Table Global Demand Generation Software Revenue (Million USD) by Players (2013-2018)

Table Global Demand Generation Software Revenue Share by Players (2013-2018)

Figure Global Demand Generation Software Revenue Share by Players in 2016

Figure Global Demand Generation Software Revenue Share by Players in 2017

Figure Global Top 5 Players Demand Generation Software Revenue Market Share in 2017

Figure Global Top 10 Players Demand Generation Software Revenue Market Share in 2017

Figure Global Demand Generation Software Revenue (Million USD) and Growth Rate

(%) (2013-2018)

Table Global Demand Generation Software Revenue (Million USD) by Regions (2013-2018)

Table Global Demand Generation Software Revenue Market Share by Regions (2013-2018)

Figure Global Demand Generation Software Revenue Market Share by Regions (2013-2018)

Figure Global Demand Generation Software Revenue Market Share by Regions in 2017

Figure North America Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Europe Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure South America Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Middle East and Africa Demand Generation Software Revenue and Growth Rate (2013-2018)

Table North America Demand Generation Software Revenue by Countries (2013-2018)

Table North America Demand Generation Software Revenue Market Share by Countries (2013-2018)

Figure North America Demand Generation Software Revenue Market Share by Countries (2013-2018)

Figure North America Demand Generation Software Revenue Market Share by Countries in 2017

Figure USA Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Canada Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Mexico Demand Generation Software Revenue and Growth Rate (2013-2018)

Table Europe Demand Generation Software Revenue (Million USD) by Countries (2013-2018)

Figure Europe Demand Generation Software Revenue Market Share by Countries (2013-2018)

Figure Europe Demand Generation Software Revenue Market Share by Countries in 2017

Figure Germany Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure UK Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure France Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Russia Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Italy Demand Generation Software Revenue and Growth Rate (2013-2018)

Table Asia-Pacific Demand Generation Software Revenue (Million USD) by Countries

(2013-2018)

Figure Asia-Pacific Demand Generation Software Revenue Market Share by Countries (2013-2018)

Figure Asia-Pacific Demand Generation Software Revenue Market Share by Countries in 2017

Figure China Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Japan Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Korea Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure India Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Southeast Asia Demand Generation Software Revenue and Growth Rate (2013-2018)

Table South America Demand Generation Software Revenue by Countries (2013-2018)

Table South America Demand Generation Software Revenue Market Share by Countries (2013-2018)

Figure South America Demand Generation Software Revenue Market Share by Countries (2013-2018)

Figure South America Demand Generation Software Revenue Market Share by Countries in 2017

Figure Brazil Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Argentina Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Colombia Demand Generation Software Revenue and Growth Rate (2013-2018)

Table Middle East and Africa Demand Generation Software Revenue (Million USD) by Countries (2013-2018)

Table Middle East and Africa Demand Generation Software Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Demand Generation Software Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Demand Generation Software Revenue Market Share by Countries in 2017

Figure Saudi Arabia Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure UAE Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Egypt Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure Nigeria Demand Generation Software Revenue and Growth Rate (2013-2018)

Figure South Africa Demand Generation Software Revenue and Growth Rate (2013-2018)

Table Global Demand Generation Software Revenue (Million USD) by Type (2013-2018)

Table Global Demand Generation Software Revenue Share by Type (2013-2018)

Figure Global Demand Generation Software Revenue Share by Type (2013-2018)  
Figure Global Demand Generation Software Revenue Share by Type in 2017  
Table Global Demand Generation Software Revenue Forecast by Type (2018-2023)  
Figure Global Demand Generation Software Market Share Forecast by Type (2018-2023)  
Figure Global Brand Advocacy Software Revenue Growth Rate (2013-2018)  
Figure Global Gamification Software Revenue Growth Rate (2013-2018)  
Figure Global Lead Generation Software Revenue Growth Rate (2013-2018)  
Figure Global Loyalty Management Software Revenue Growth Rate (2013-2018)  
Table Global Demand Generation Software Revenue by Application (2013-2018)  
Table Global Demand Generation Software Revenue Share by Application (2013-2018)  
Figure Global Demand Generation Software Revenue Share by Application (2013-2018)  
Figure Global Demand Generation Software Revenue Share by Application in 2017  
Table Global Demand Generation Software Revenue Forecast by Application (2018-2023)  
Figure Global Demand Generation Software Market Share Forecast by Application (2018-2023)  
Figure Global SMEs Revenue Growth Rate (2013-2018)  
Figure Global Large Enterprises Revenue Growth Rate (2013-2018)  
Figure Global Demand Generation Software Revenue (Million USD) and Growth Rate Forecast (2018 -2023)  
Table Global Demand Generation Software Revenue (Million USD) Forecast by Regions (2018-2023)  
Figure Global Demand Generation Software Revenue Market Share Forecast by Regions (2018-2023)  
Figure North America Demand Generation Software Revenue Market Forecast (2018-2023)  
Figure Europe Demand Generation Software Revenue Market Forecast (2018-2023)  
Figure Asia-Pacific Demand Generation Software Revenue Market Forecast (2018-2023)  
Figure South America Demand Generation Software Revenue Market Forecast (2018-2023)  
Figure Middle East and Africa Demand Generation Software Revenue Market Forecast (2018-2023)

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